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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A system providing automatic generation and retrieval of consumer information, comprising:
an interactive component to motivate consumers to provide information input; and
an analytical component that determines demographics of consumers based on the information input and providing provides feedback to the interactive component based upon profiles associated with the information input and demographics.
2. (Currently amended) The system of claim 1, ~~wherein~~ the interactive and analytical components are configured as a mobile/standalone system to provide point-of-presence interactions with consumers.
3. (Currently amended) The system of claim 1, ~~wherein~~ the interactive and analytical components are separated to provide remote interactions with consumers.
4. (Currently amended) The system of claim 1, ~~wherein~~ the interactive component provides entertainment and rewards to induce interactions with consumers.
5. (Currently amended) The system of claim 4, ~~wherein~~ the rewards further comprise at least one of: money, coupons, rebates, and credits.
6. (Currently amended) The system of claim 4, ~~wherein~~ the entertainment further comprises at least one of music, video, audio, ~~and challenges such as~~ brain teasers, factoids, quizzes, and video games.

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7. (Currently amended) The system of claim 1, ~~wherein~~ the analytical component further comprises a logic engine for interpreting at least one rule set to determine the feedback provided to the consumer.
8. (Currently amended) The system of claim 7, ~~wherein~~ the rule set is determined from demographic characteristics of the consumer.
9. (Currently amended) The system of claim 7, ~~wherein~~ surveys are directed to the consumer based upon the rule set.
10. (Currently amended) The system of claim 1, ~~wherein~~ the analytical component further comprises a data store for storing responses from the consumer.
11. (Original) The system of claim 10, further comprising a data mining subsystem for retrieving responses provided by the consumer.
12. (Currently amended) A method providing automatic generation and retrieval of consumer information, comprising:
- motivating an information provider at a point-of-presence associated with the information provider;
 - determining the demographic of the information provider;
 - utilizing automated feedback to tailor output to the information provider based on the demographic;
 - storing the information provider's response to the output in a database; and
 - data mining the database to retrieve information associated with the information provider.
13. (Currently amended) The method of claim 12, ~~wherein~~ the point-of-presence is provided *via* a mobile/standalone system.

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14. (Currently amended) The method of claim 12, ~~wherein~~ the point-of-presence is provided *via* remote interactions with the information providers.
15. (Original) The method of claim 12, further comprising:
providing entertainment and rewards to induce interactions with information providers.
16. (Currently amended) The method of claim 15, ~~wherein~~ the rewards further comprise at least one of: providing money, coupons, rebates, and credits.
17. (Currently amended) The method of claim 15, ~~wherein~~ the entertainment further comprises at least one of:
providing music, video, audio, ~~and challenges such as~~ brain teasers, factoids, quizzes, and video games.
18. (Original) The method of claim 12, further comprising:
interpreting at least one rule set to determine the feedback provided to the information provider.
19. (Currently amended) The method of claim 18, ~~wherein~~ the rule set is determined from demographic characteristics of the information provider.
20. (Currently amended) A system providing automatic generation and retrieval of consumer information, comprising:
means for motivating an information provider at a point-of-presence associated with the information provider;
means for determining the demographic of the information provider;
means for utilizing automated feedback to tailor output to the information provider;

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means for storing the information provider's response to the output in a database;
and

means for data mining the database to retrieve information associated with the
information provider.

21. (Currently amended) A computer readable medium having computer executable
components, comprising:

an interactive component to motivate consumers to provide information
input; and

an analytical component that determines demographics of consumers based on the
information input and providing provides feedback to the interactive component based
upon profiles associated with the information input and demographics.

22. (Currently amended) A data packet adapted to be transmitted between at least two
processes, comprising:

an interactive component to motivate consumers to provide information
input; and

an analytical component that determines demographics of consumers based on the
information input and providing provides feedback to the interactive component based
upon profiles associated with the information input and demographics.

23. (Currently amended) A computer readable medium having stored thereon a data
structure, comprising:

a first data field containing data representing information provided by consumers
in response to interacting with a system to motivate the consumers to provide the
information, the consumer motivation being respective functions of profiles of the
consumers; and

a second data field containing data representing results from an analysis system
which analyzed the information based at least upon respective profiles and determined
demographics of the consumers.